

ORDER



KLAS

Orders
Order / Rev: 37242
Alt Order #: 08863981
Product Desc: Issue
Estimate: 1770
Flight Dates: 09/13/12 - 09/22/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	14	\$28,200.00	\$23,970.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$28,200.00	\$23,970.00	0.00
Totals	14	\$28,200.00	\$23,970.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$28,200.00
Market	100%	\$94,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$23,500.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,700.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	8	09/14/12	09/14/12	Live w/Kelly Live With Regis & Kelly	CM	9-10a	----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$750.00		0.00			
E 4	8	09/14/12	09/14/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$750.00		0.00				
E 5	8	09/15/12	09/15/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				8 News Now Sat 5-7p											
8 NEWS NOW AT 5PM-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$2,000.00		0.00				
E 6	8	09/19/12	09/19/12	Wed Prime Special	CM	930-11p	--W----	:30	1	\$16,000.00	LV1	0.00	NM	1	\$16,000.00
				Big Brother											
SURVIVOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$16,000.00		0.00				
E 7	8	09/17/12	09/21/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	2	\$800.00	LV1	0.00	NM	2	\$1,600.00
				CBS This Morning											
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$800.00		0.00				
E 8	8	09/17/12	09/21/12	Live w/Kelly	CM	9-10a	MTWTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
				Live With Regis & Kelly											
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			3		\$750.00		0.00				
E 9	8	09/17/12	09/21/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
				8 News Now Noon M-F											
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			3		\$750.00		0.00				
E 10	8	09/14/12	09/14/12	8 News Now 5-630p M-FCM		5-630p	----F--	:30	2	\$1,300.00	LV1	0.00	NM	2	\$2,600.00
				8 News Now 5-630p M-F											
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			2		\$1,300.00		0.00				
													Totals	14	\$28,200.00